



**EXECUTIVE PROGRAM IN  
GENERATIVE AI**



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## INTRODUCTION

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ChatGPT was the trickle that foretold the deluge. Artificial Intelligence has leapt beyond theory and into our screens.

The flood of AI presents a rising tide that, we believe, will lift all boats.

**AI is no longer a concept, a blank canvas for science fiction to project their fantasies. Today, generative AI is helping solve complex real-world problems.**

So, how do we use it?

The ATLAS Edge Executive Program in Generative AI will help you learn how to use AI. In our rapidly evolving digital landscape, it's imperative to comprehend the fundamentals of this new technology and wield its creative potential effectively. Our program addresses the knowledge gap and introduces you to the different AI products available.

We are witnessing the focus that executives and industry leaders have on AI. Most companies are working to customise generative AI and deploy it profitably within their companies.



## ABOUT THE PROGRAM

Businesses recognise the potential of generative AI. Their focus today is on the different applications of AI, its capabilities, and its ability to solve real-world problems and unleash creativity. Our program is designed to help you learn how to do exactly this. It will equip you with practical knowledge and skills in generative AI. There are different products, uses, innovations, and approaches to generating any output from AI. The key is finding the right solution.

The program is tailored for professionals who wish to augment their knowledge. It is crafted to be accessible, engaging, and, most importantly, applicable. We will introduce you to tools such as Anthropic's Claude, RunwayML, Amper Music and Shortly Read. We have partnered with academic, technology leaders, and industry professionals working on generative AI who will mentor you in hands-on projects that will help you leverage them profitably.

They will bring in a dynamic perspective on the technology and its use. We are indeed in the Age of AI, and this program will help you accelerate your professional journey through it. Our program and modules are designed to give you an in-depth understanding of the landscape of generative AI, its business and creative applications, and the ethics of its use.

At the end of the program, you will present a capstone project using available no-code AI platforms to build an AI project that solves a real-world business problem.

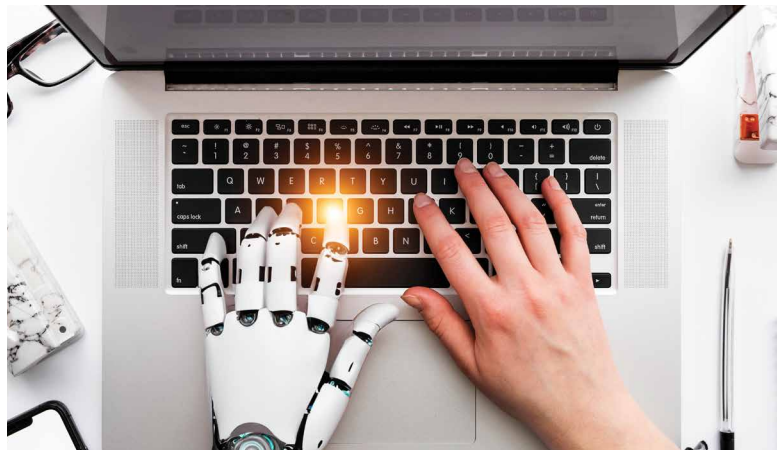
We believe this approach best encapsulates any education in AI today.





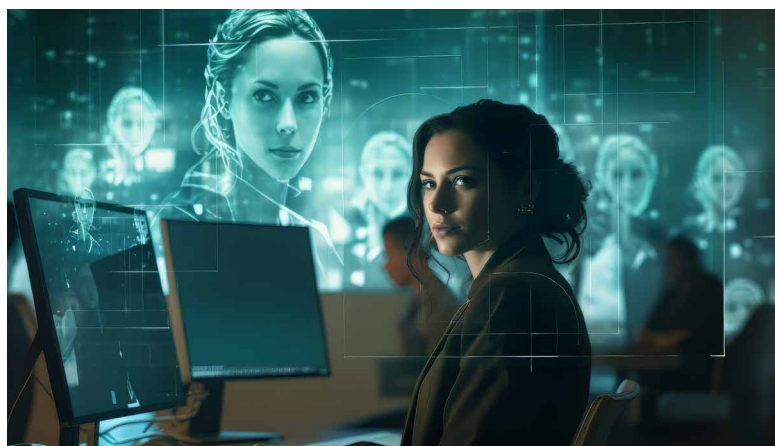
# PROGRAM HIGHLIGHTS

**Certification:**  
Executive Certificate  
Program in Generative AI



- Interactive live classes
- Mentors include technology and industry professionals
- Capstone AI project at the end of the course

- Industry-aligned dynamic andragogy
- Diversify your skill-set for multidisciplinary expertise across functions
- Experiential learning and practical application of skills



- Active & technology-forward campus environment
- Peer learning & community building
- Networking opportunities with leaders from across industries

# PROGRAM ANDRAGOGY

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Duration:  
6 Months



Frequency:  
2 days a week



Location: ATLAS  
Campus, Mumbai



Time:  
4 hours  
a day

## WHO IS IT FOR?

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- Any student with a 10+2 certification
- Undergraduate students pursuing a bachelor's degree/diploma
- Individuals with a degree or equivalent diploma in any field
- Technology Professional: Software engineers, and other tech professionals
- Creative Professional: Artists, designers and creators who are interested in exploring AI as a tool for creative expression and innovation
- Hobbyists and AI Enthusiasts: Individuals with a keen interest in AI and technology trends who want to learn more about the capabilities and implications of generative AI
- Marketers, HR and other corporate executives across different industries looking to upskill
- Designers, visual artists and creative individuals with multi-disciplinary interests





# PROGRAM JOURNEY

## 1 Orientation

### 4 Getting to know AI helpers

Know about the different AI products and tools available that can help, such as AI assistants, robo-advisors, chatbots and more

### 3 Basic concepts of AI

Learn about the history of AI development, what is considered intelligent, and introduction to a chatbot as a basic AI product

### 2 Introduction to generative AI

Overview of AI as a technology, generative AI, the different types of machine languages and generative AI models

### 5 Creative AI

Development of a strong foundation in the ways AI can be used to augment creativity through photos, music, editing, writing, and more

### 6 NLP with AI

Holistic view of natural language processing (NLP) and how they help with generating AI-led outcomes for business problems

### 7 Ethics and AI

Understanding of the different ethical issues surrounding AI, such as data privacy, data farming, regulatory mechanisms, transparency, and bias mitigation

### 10 AI application in business

Learn about the different applications of AI in business, in various stages of experimentation and execution, including prediction, optimisation, and personalisation

### 9 AI in academia and corporations

Know how different types of organisations are implementing AI in their value chains, including live case studies

### 8 Practical applications of generative AI

Introduction to a wide range of digital AI tools RunwayML, Amper, Descript, Shortly Read, and Hugging Face, including hands-on demos

### 11 Generative AI for content

Know how generative AI tools are being used to auto-generate content, with tools such as Synthesia, Murf.ai, Amper and AIVA

### 12 AI in animation

Learn about the various ways in which AI is revolutionising animation technologies through procedural techniques and automation

### 13 Building with no-code AI

Introduction to no-code AI platforms and understanding of how to use these platforms to build apps and solution projects

### 16 Review

Review quizzes and career planning

### 15 Capstone Project Presentation

Build a solution to a real-world problem using the different AI tools taught in the course, including RunwayML and Anthropic

### 14 Advanced generative models

Awareness and overview of advanced neural architectures and the latest academic discussions on AI and its development

# TOOLS COVERED

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# PROGRAM OUTCOMES

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## Learning Outcomes

### Foundations of Generative AI:

In-depth knowledge of different types of generative AI, machine learning paradigms, natural language processing and related technologies

### Technical Skill Development:

Exposure to AI tools and platforms being used across the industry, such as Claude, RunwayML, Amper Music, and Shortly Read.

### Knowledge of AI Ethics and Implications:

Learn about the ethical considerations, societal impacts, and responsible use of generative AI technologies.

### Hands-on Project Experience:

Engage in practical projects that provide hands-on experience in designing, training, and deploying generative AI models.

### Current Trends:

Stay abreast of the latest trends, research findings, and advancements in the field of generative AI.

### Problem-Solving and Critical Thinking:

Enhance problem-solving and critical thinking skills, especially in applying generative AI to real-world scenarios.

## Professional outcomes

### Capstone project :

Demonstrable outcome of your learning, that can be implemented/used in live projects

### Enhanced Job Opportunities:

Open doors to new job opportunities in industries actively using AI, like tech, entertainment, marketing, and design.

### Skill Diversification:

Diversify your skillset, making you more valuable to employers who are looking for multidisciplinary expertise across functions.

### Entrepreneurial Ventures:

Equip yourself with the knowledge and skills to start your own ventures or projects that leverage generative AI technologies.

### Strengthening Professional Networks:

Strong alumni, peer learning and community building within the industry



# ATLAS EDGE

By the Expert. For the Professional.

ATLAS Edge offers executive and professional education aimed at the industry, by the industry, and for the industry. We aim to bridge the gap between traditional education and the ever-evolving demands of the professional landscape.

We recognise the need for 'workforce-ready' education. Our vision and andragogy are geared to address the demands of the industry and the needs of professionals at various stages in their careers. Our upskilling programs are designed in partnership with and mentored by senior corporate executives and experienced educators.

ATLAS Edge offers a unique educational experience that goes beyond traditional classrooms.

We are located at the heart of the central business district in Mumbai. This ensures our program participants are not just near the business hub but are an integral part of it. The proximity to industry professionals is more than a convenience; it's a philosophy ingrained in our approach to education.

At ATLAS Edge, we aim to equip our participants with practical insights, real case studies and guidance from industry experts,

enabling them to apply their skills directly in real world scenarios. Our programs offer a well-rounded blend of learning opportunities, networking, community engagement, and peer learning, thus creating an 'edge' for themselves.

Additionally, we prioritise comprehensive career planning and provide robust support, empowering individuals to excel in today's competitive professional landscape.

## Our E.D.G.E.s

**E**

### Expert EDGE

Industry leaders and SMEs design and deliver our programs. Professionals from different specialities share their expertise and mentor our students.

**D**

### Delivery EDGE

Our andragogical approach involves a balanced mix of in-class tutorials, peer learning opportunities, industry networking & hands-on live projects designed to upskill our students.

**G**

### Geographical EDGE

We are located in the heart of the central business district in BKC, Mumbai, allowing our students incredible access to industry professionals, entrepreneurs, and business leaders.

**E**

### Employability EDGE

We provide long-term career planning and support to our students. Our programs align with current industry needs, making us the ideal professional finishing school.



# ATLAS SkillTech University

ATLAS SkillTech University takes a multi-disciplinary and immersive approach to education.

It houses three schools -

- ISDI - School of Design & Innovation
- ISME - School of Management and Entrepreneurship
- uGDX - School of Technology

Its campus is strategically located to allow an unparalleled view of the trends, variables, decisions, and outcomes across a broad spectrum of industry and enterprise.

This is reflected in their curricula and courses that embody their industry-academia symbiosis philosophy.

The university's focus on academic excellence, world-class faculty, state-of-the-art infrastructure, global institutional collaborations, and unique corporate network helps our participants to succeed in Industry 4.0 and become socially responsible global leaders.

At ATLAS, we want "to create leaders of the future, equipped with the skills of tomorrow."

The students get exposure to transdisciplinary industries, markets, and global communities and ecosystems. This hands-on approach is critical to shaping tomorrow's socially conscious, environmentally-minded, and diverse global professionals.

## Admissions



STEP 1

Complete the online application form



STEP 2

Evaluation of applications



STEP 3

Onboarding of participants



## CONTACT US

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Connect with our expert counselors today for personalised guidance to enroll in the program.



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